

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BRM2034 – RESEARCH METHODOLOGY

(All sections / Groups)

22 OCTOBER 2019
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This question paper consists of 3 pages (inclusive of the cover page) with 4 Questions only.
2. **Answer ALL questions.** All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers in the **Answer Booklet** provided.

Question 1 [25 Marks]

- a) Differentiate basic research from applied research. (10 marks)
- b) Explain the following hallmarks of scientific research with relevant examples:
i. Purposive
ii. Parsimony (8 marks)
- c) What are the seven-step process involved in the Hypothetico-Deductive Method? (7 marks)

Question 2 [25 Marks]

- a) What are the basic steps involved in the development of a theoretical framework? (6 marks)
- b) Construct a framework that consists of a dependent variable, an independent variable and a mediator with explanation. (10 marks)
- c) Write **TWO** (2) hypothesis for the above. (6 marks)
- d) Provide one example with writing citation for a journal paper using APA style. (3 marks)

Question 3 [25 marks]

- a) Explain **TWO** (2) types of research study setting with relevant research examples. (6 marks)
- b) Explain **TWO** (2) types of unit of analysis with relevant research examples. (6 marks)
- c) Provide **FOUR** (4) advantages and **FOUR** (4) disadvantages of self-administered questionnaire. (8 marks)
- d) Explain the role of moderator in a focus group study. (5 marks)

Continued.....

Question 4 [25 marks]

- a) Operationalise “academic excellence” with two relevant questions by using interval scaling. (8 marks)
- b) Name the **THREE** (3) validity test and explain face validity. (5 marks)
- c) Provide an example of using simple random sampling and convenient sampling. What is the major difference between these two sampling methods. (12 marks)

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